



**WELCOME** to another issue of Jacht's alumni publication. Below you can find information about different projects and clients we've worked with this semester, a recap of our bonding event, a Q&A with former Jachters and an update about Amy Struthers' exciting new role in the College of Journalism and Mass Communications.

We love hearing from our alumni, and we always welcome former Jachters to come back and share their experiences with the current team. If you're interested in becoming a guest speaker, shoot us an email at [jacht.admiral@gmail.com](mailto:jacht.admiral@gmail.com).

Final presentation will take place on Friday, May 4th at 9:00am. We would love to see familiar faces in the crowd. Come see what this semester's team has been up to and enjoy bagels while you're at it (or just come for the bagels).

As always, stay connected.

## YOU'RE INVITED

Final Presentation

**MAY FOURTH**

## 01 NEW JACHTERS EMBARK ON THEIR FIRST VOYAGE: A BONDING EVENT

After a few weeks of settling into the semester and understanding the unique class setting of Jacht, it was time for the Jachters to embark on a "Voyage" together to really get to know one another.

On Jan. 26, the crew moved into the Barnyard next door for a bonding event with a menu inspired by unlikely connections. While more traditional cheese and crackers were available for snacking on, some of the food combos were quite distinct, including pickles with peanut butter, turmeric popcorn and pistachio with chevre.

"I've never felt so fancy snacking," designer Alexa Horn said. "The spread was beautiful."

When they walked in, the students were instructed to sit by someone who holds a different position from their own. At each seat there was a list of questions to encourage sharing stories of fear and triumph, risk and return. Some of the questions provided were "what do you aspire to do" and "what keeps you motivated?"

"With the chill environment, it was just super easy to be outgoing because we're all just there enjoying each other's company and getting to know each other," copywriter Steven Mah said.



New Jacht members bonded over tasty hor d'oeuvres at their first bonding event hosted by Dwell Dinner & Co.

At the end of the event, the crew created a piece of art for the Jacht space. Each person's name was placed by a nail, and a string was strung from person to person, marking the connections made during the event.

This voyage was a great opportunity to get to know what everyone else in Jacht does and build connections outside of the classroom. The crew is very grateful to Dwell Dinner & Co and Jacht alumna Brooke Lehman for organizing this event.

"It was really fun coming into Jacht after being in it the previous semester. I could see all the growth that had already taken place by the new leadership team," former account executive Lehman said. "I hope the artwork we created during the bonding event continues to carry over into each new semester of Jacht. Showing how our network and connections are always growing."



The Boho-Bonding event featured meat and cheese platters to munch on as well as discussion starter sheets to provoke conversation amongst the new team members.

## 02 JACHT VIDEO TEAM CAPTURES MEMORIES AT CAUSE CAMP

This March, Jacht's video team headed out to Cause Camp 2018, Nonprofit Hub's two-day national conference designed to help nonprofits gain better marketing and fundraising skills to further develop their causes. The video team was tasked with creating two videos: a "hype" video for Cause Camp 2019 and a recap video for this year's attendees.

One of the video team members, Alejandra Sánchez, said one of the biggest challenges with working an event like Cause Camp was trying to get good b-roll shots while making sure she wasn't interrupting any of the activities.

However, even with those challenges, Sánchez had an amazing time and was thankful for the opportunity to work with an event like Cause Camp.

"When we had a meeting with Nonprofit Hub, they told us it's

a really big event," Sánchez said. "Because the other projects I'm in, those are already our clients too, but it's nothing like that big thing."

In the past, Jacht has partnered up with Nonprofit Hub to connect with local nonprofits around the Lincoln area and to solve their marketing solutions at an affordable price. Jacht's Creative Director Hannah Rogers said it was only fitting Jacht was a part of Cause Camp.

"I think it's a great opportunity for students like myself and students in Jacht, and it's a great opportunity for nonprofits to be able to get the work and the quality of work they need in order to propel their nonprofit forward," Rogers said.

Check out the 2018 Cause Camp recap video at <https://youtu.be/rxP09Ilgsoy>.

## 03 CATCHING UP JACHT ALUMNUS CHAS BOGATZ



17' J. Walter Thompson

**Describe your journey from Jacht to where you are now.**

My journey has been quite linear: I went from Jacht, to a short-lived internship in D.C. right to my current job in NYC. There was barely a break it seems, from my final presentation in the basement at 151 N St. to my orientation at 46th and Lexington Ave. I graduated in May and was lucky enough to fall into a job in NYC (through a

Jacht connection, nonetheless) in August.

**What advice do you have for Jacht alumni entering the workforce?**

My number one advice for a Jacht alum is to be as confident as possible. A senior analyst at my agency has noted that Jacht is a massive advantage he wished he had. Having actual work, with actual results, at this age is very impressive. Be confident in the background you've gained and make sure to brag about yourself and Jacht as much as possible.

**What was your favorite client you worked with at Jacht?**

Some of my work was with the College of Journalism's social media accounts. It was massively fun because my clients were my professors, peers and mentors. I was lucky enough to reestablish my relationship with these folks as a colleague rather than a student.

**Have you bought into the La Croix hype?**

I was 100% into La Croix a few years ago but have tailed off a bit. I found I just enjoy the pure, simple carbonated water and feel silly paying the extra dollar for the branding rather than the store-brand sparkling water. That being said, I will absolutely pay an extra \$3-4 for a glass bottle of Perrier, because we have this one life on Earth and if we're blessed with natural carbonated water from the sweet creeks of France, I will happily let myself enjoy that.

**What's the best part about your job?**

The people, and it's not even close. I am always stunned to hear my friends complain about their office and the people they work with; genuinely, I don't think I could've been blessed with a better atmosphere to work, laugh and grow.

**What's one career insight you've gained since leaving Jacht?**

There are some things you just have to learn by failing. In the work force, you will fail, you will mess up and it's entirely expected. People are too busy to onboard you onto every little process, so there is a bit of guesswork involved. When you fail, it's okay. The big key in the real world is to never make the same mistake twice.

**What's the coolest thing about NYC?**

I take the train into Grand Central every morning. My route doesn't go into the grand concourse, but sometimes I'll "waste" 5 minutes and make my way to the iconic main room. There are businessmen in their 60s - full suit, Rolex on their wrist - in a dead-end sprint. There are students from the local grade school on a field trip. Everyone is on their way. The city moves, and being a part of the movement, knowing you look like a local - the way you can vibe into the art that is New York rather than just an observer - is a special feeling.

**What's your go to Spotify playlist while you're at work?**

I have a Gospel playlist that absolutely bumps, and sometimes when it's a grind at work, it's nice to be able to hear singers belt their hearts out to God about overcoming adversity. CAN RELATE.

**What's your favorite memory of Amy?**

I tried to get a job in Seattle for the first few months of 2017, and Amy was so bummed to not be able to help me, simply because she didn't know anyone there. When I decided to reorient to NYC, I could see Amy's face light up because she had so many friends and colleagues that knew the ins and outs of NYC's advertising scene. The amount of care and maternal excitement she portrayed was very authentic and made me proud to be her pup.

## 04 FROM @ADPROFAMY TO @COJMCDEANAMY

You knew her as Jacht's fearless leader, but now she has a new role as our fearless dean.

Amy Struthers was named interim dean of the College of Journalism and Mass Communications in January. In her new role, Amy looks to keep promoting Jacht as a place any student on campus can be a part of.

"One of the things that's really joyful for me is seeing Jacht recognized as a model for how experiential education can happen; how we can grow something in an entrepreneurial and startup kind of way," she said in an interview earlier this year. "I always wanted to position Jacht as a cross-campus incubator, someplace where students from all different majors can come and create things."

With the support she has around the college, she's ready to lead the college into a new age of innovation.

"We're ready to really come together and have a good time, a lot of fun and figure out how we offer the best education and experiences to our students around this whole changing media landscape," she said. "It's a great time to be interim dean."

